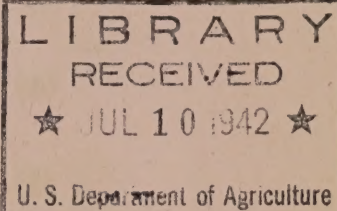


June 5, 1942

MATERIALS FOR USE IN THE PROGRAM TO CONTROL THE COST OF LIVING

A. Materials already released.

1. The following material was sent with the Director's letter of April 28 to extension directors, editors, State and assistant State leaders of county agent and home demonstration work, and county agents.
 - a. The General Maximum Price Regulation.
 - b. Three OPA releases.
 - (1) General release (PM-3072).
 - (2) Questions and answers on price control (PM-3075).
 - (3) Statement by Price Administrator Henderson (PM-3073).
 - c. Secretary's Memorandum 975-17 to chairmen and members of State and county war boards.
 - d. The President's message to Congress outlining the seven-point program.
2. A copy of Price Administrator Henderson's radio talk of April 23 was sent to extension directors and editors with Mr. Schlup's covering letter of April 29.
3. Sent with the Director's letter of May 6 to extension directors, editors, farm and home economists, and State leaders.
 - a. Educational Program on Controlling the Cost of Living. (Suggested by the committee of Federal and State Extension Services which met in Washington from April 29 to May 2.)
 - b. A statement issued by the Department on The Program For Controlling the Cost of Living: The Price Control Order.
4. Wall charts.
 - a. A set of 14 wall charts prepared by BAE and the Economics Section of the Extension Service was provided for the use of each extension team going out to the regional conferences now being held. Additional sets of the charts were supplied to the States at cost (20 cents per chart). Titles of these charts are:



- (1) President's Program To Control the Cost of Living. Lists the seven points. (Neg. 113 Ext.)
 - (2) Wholesale Prices of Farm and Nonagricultural Products, United States, 1798-1941. (Neg. 23549).
 - (3) Wholesale Prices of all Commodities, United States, 1910-21, 1935-41. (Neg. 39520).
 - (4) Wholesale Prices of Controlled and Uncontrolled Commodities, Index Numbers, United States, 1917-18, 1941-42. (Neg. 39810).
 - (5) Prices Received and Paid by Farmers, Index Numbers, United States, 1910-42. (Neg. 39935).
 - (6) National Income, Agricultural and Nonagricultural, 1909-42. (Neg. 42176).
 - (7) Income per Capita on Farms and Not on Farms, United States, 1910-42. (Neg. 39402).
 - (8) Agricultural Production Prices and Income in the United States, 1910-41. (Neg. 39408).
 - (9) Factory Production in the United States, 1939 and 1941. (Neg. 39160).
 - (10) Cash Farm Income From Marketings and Wage Income of Industrial Workers, United States, 1910-42. (Neg. 39972).
 - (11) Supply of Farm Labor and Factory Employment, Index Numbers, United States, 1919-42. (Neg. 21524).
 - (12) Value of Farm Property in United States, Jan. 1, 1910-41. (Neg. 39407).
 - (13) Government and Private Debt, United States, 1921-42. (Neg. 35653-AAA).
 - (14) Prices Paid by Farmers for Food, Clothing, and Family Maintenance, 1910-41. (Neg. 24214-B).
5. Chart book: The 14 wall charts in letter size. Two copies sent to extension directors with Mr. Schlup's letter of May 26. Copies are being sent in bulk to each State for extension economists; home management specialists; nutritionists; editors; State leaders of county agricultural, home demonstration, and 4-H Club work; and county agents.

6. Copies of OPA advance release (PM-3266) on Price Regulation No. 142, Retail Prices for Summer Seasonal Commodities, issued May 13, were sent in bulk to each State for extension directors, editors, farm and home economists, and State home demonstration leaders.
7. Letter of May 20 from Mr. Hochbaum to extension directors in which is set forth Director Wilson's letter to extension workers attending the conferences on cost-of-living control measures.
8. Letter of May 21 from the Director to extension directors enclosing copy of OPA release for May 17 (PM-3327) which called attention to retail price regulations effective May 18. Bulk supply sent to States for State office use and for distribution to each county.
9. General Maximum Price Regulation Bulletin No. 2, What Every Retailer Should Know About the General Maximum Price Regulation. Copy sent to extension directors with May 23 War Letter for Agriculture, and copy sent direct to editors, economists, State leaders of county agricultural and home demonstration work, and county agents.
10. Summary of OPA orders affecting agriculture - Summary of the orders issued during the week sent each Saturday to extension directors and editors with War Letter for Agriculture.
11. OPA release (PM-3426) based on Price Regulation No. 153, Women's, Girl's, and Children's Outerwear Garments, sent in bulk to States on June 2 for distribution to State and county home demonstration agents, clothing specialists, extension editors, and county agents in counties without home demonstration agents.
12. OPA release (PM-3485) - Questions and answers on rent control effective June 1 in 20 defense-rental areas. Two copies sent to extension directors on June 3. Additional copies available upon request.
13. OPA release (PM-3489) - Questions and answers on the General Maximum Price Regulations. Covers candy, Indian handicraft, religious articles, seasonal shoes, optical service, music, popcorn, buttermilk, spices, and sugar. Ten copies sent to extension directors June 3 for State office use. Additional copies to be sent upon request.
14. OPA release (PM-3490) - Questions and answers on the General Maximum Price Regulations. Covers concessionaires and traveling demonstrators, discounts to employees, price posting on delivery trucks, sales on credit, and gift packaging service. Ten copies sent to extension directors June 3 for State office use. Additional copies to be sent upon request.

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15. OPA release (PM-3541) - Questions and answers on the General Maximum Price Regulation. Covers semiprecious stones, taxi service, embroidered textile products, C.O.D. orders, etc. Ten copies sent to extension directors June 5 for State office use. Additional copies to be sent upon request.
16. Consumer's Guide for June (1942) Consumer's Guide contains a discussion of price-control features of interest to the consumer.
17. Hold That Ceiling: Article prepared by Mary Taylor for Consumer Division, OPA. Copies being sent in bulk to States for extension directors; editors; clothing and millinery, nutrition, and home management specialists; economists and marketing and farm management specialists, State and county home demonstration agents; and county agents in counties without home demonstration agents.
18. Price Control - How It Affects You as a Farmer: A set of questions and answers prepared especially to help farm people understand the General Maximum Price Regulations. 15,000 copies multilithed by Extension Service, and copies sent to extension directors and editors with Mr. Schlup's letter of June 5. Additional copies to be supplied the States upon request for distribution to neighborhood leaders.
19. Materials on sugar rationing and sugar for canning.
 - a. On April 17, copies of the OPA-BHE 8-page processed leaflet, Recipes To Match Your Sugar Ration, were sent in bulk to States for distribution to all home demonstration workers and nutritionists. Copies of the same leaflet, in amplified and printed form, were sent in bulk May 22 for all home demonstration workers, county agents in counties without home demonstration agents, and State office use.
 - b. Miss Birdseye's letter of May 20 to State extension nutritionists giving suggestions for conserving fruit in wartime.
 - c. Director's letter of May 21 to extension directors (copy to extension editors) enclosing advance copy of OPA release (PM-3381) announcing a system for allowing extra sugar for home canning. Five copies of the release also sent to State home demonstration leaders.
 - d. Advance copies of a joint USDA-OPA leaflet, Victory Begins at Home - Sugar for Wartime Canning, sent to extension directors and editors with May 30 War Letter for Agriculture. Copy also sent direct to home demonstration agents and bulk supply to States for State office use and distribution to counties without home demonstration agents. The leaflet is being printed in large quantity for distribution to farm people. Extension Service allotted 500,000 of the first printing. States have been requested to wire us for quantity needed.

B. Materials now in preparation.

1. Visual aids - Two film strips on which Mr. Bennett (Extension Service) and Mr. Youngman (BAE) are now working.
 - a. "The Farmer Builds a Bomber." Each frame will be a map of the United States showing the production of a particular crop. The idea is to have each person in the audience check to see which of the various crops are being grown in his State, in his county, on his farm.
 - b. "Farmers Fight a War" will show vital import crops that are now cut off and areas in the United States where each such crop or substitutes therefor are being grown or can be grown.
2. Cartoon drawings on price-control program for use in circular letters have been prepared by the Extension Service and will be distributed to State offices and county agents.
3. Leaflet similar to BAE-Extension Flyer series dealing with inflation dangers and the President's seven-point program. To be made available in quantity for distribution to neighborhood leaders.
4. BAE is preparing for release as a Department publication a general statement on stabilization of prices and the price-control program.
5. BAE is preparing for release through the Department a publication dealing with the effects of price control on producers of various commodities.
6. Agricultural Situation for June 1942 will contain a discussion of the price-control program. (BAE)
7. "Blackout of Hilda Heckler" - The caption for two pages of cartoon drawings in July (1942) Consumer's Guide. One page depicts the failure of Hilda Heckler to cooperate in the price-control program. The other page shows how Mrs. Sam Jones is cooperating.
8. "Your Money Must Now Work Overtime." An article scheduled for July (1942) Consumer's Guide on making up a family budget.

C. Materials contemplated.

1. A film strip on the philosophy of price control. (Extension Service).

2. Press releases and radio material. - Mr. Fulghum has asked Press Service to put out some suggested weekly news stories and Radio Service to put out some Farm Flashes on the price control program for distribution to extension editors.
3. Suggested copy for a skeletonized leaflet to go to all farm families (similar to that outlined in old Appendix A of the committee report), to be localized in each State according to crops produced and to be processed by the States. To be prepared as soon as the price situation clears up. (Extension Service)
4. Special leaflet for neighborhood leaders, covering the points outlined in Appendix A of the committee report. (Extension Service)
5. Dramatic skits. - More dramatic skits similar to the one in Appendix D of the committee report will be prepared as soon as the price situation becomes clarified. (Extension Service)
6. Posters. - Extension Service does not plan at present to prepare any posters, as we feel this job should be undertaken by OPA.
7. An over-all primer on the President's seven-point program to control prices is scheduled for early printing and will be available to all Departments and agencies. We plan to distribute copies to all extension workers. (Office of Facts and Figures.)
8. Pamphlet directed to low-income groups. (Probably would be prepared by Farm Security Administration.)
9. Pamphlet on the whole credit phase of the price control program, including production credit, farm expenditures, and land values. (Would be prepared by Farm Credit Administration or by Farm Credit Administration in cooperation with BAE.)
10. Mr. Russell Smith (BAE) has mentioned to Mr. Schlup, in line with Mr. Dixon's and Mr. Vaughan's suggestions, the possibility of some brief popular leaflets (similar to the BAE flyer series), each dealing with a particular segment of the price control problem. BAE and the Extension Service would cooperate in processing these.
11. Office of Education will probably carry some educational articles on rationing and price control in its biweekly publication, Education for Victory, which goes to about 60,000 school officials and teachers.
12. Agricultural Conservation and Adjustment Administration has plans for six newspaper mats, each showing a chart on farm prices and food costs.